

Scenario Planning sebagai Alat Formulasi Strategi

Oleh

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ABSTRAK

Scenario planning is one of strategic management alternatives in which considerate what will occur in the future based on past, present condition and future outlook. This research has three goals, first, to identify what kinds of driving forces which influence in furniture industry, second, what kinds of scenario planning that probably happen in furniture industry, and the third, what types of statetgy that can be implemented in furniture industry in Serenan village. This research took survey method by taking SME of furniture industry in Serenan in Klaten Regency as samples and used purposive sampling.

Key words: Scenario planning, strategic management, driving forces